



Workshop Welcome

Greta Daniels, CFRE
Senior Vice President

Justin Marquart
Vice President and Consultant

Becca Robinson Widmer
Senior Consultant

A woman with curly hair is smiling while working on a laptop. The image is overlaid with a semi-transparent blue filter. The text 'Housekeeping items' is written in white on the left side of the image.

Housekeeping items

Introductions

- Name
- Title
- Institution

Agenda Review

Wi-Fi Network Info On Tables

Goals for today

- 1 Connect with other university leaders
- 2 We want you to leave today armed with additional context and research focused on:
 - National philanthropic, financial, economic trends that impact giving
 - Key characteristics of high-quality donor pipeline building strategies
 - Successful strategies that are moving the needle for RNL partners
- 3 We want you to leave today energized with at least one actionable idea you take back to campus

Today's Agenda



Emerging Trends in Philanthropy



Leadership Giving: Cultivating Major Donors at Scale



As Seen on Campus: Tactical Recommendations From Your Peers for Donor Acquisition, Retention, Giving Days, Digital Engagement, and More



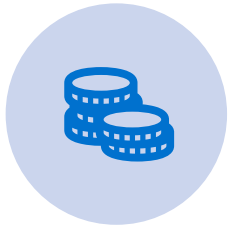
Curated Coworking Groups



Emerging Trends in Philanthropy

Today's Themes

Emerging Trends



ECONOMIC



BEHAVIORAL



TECHNOLOGICAL



MYTHICAL

A group of three students are gathered around a table, focused on their work. One student is writing in a notebook while two others look on. The scene is set in a bright, modern study area with plants and a laptop. The word 'Economic' is overlaid in white text.

Economic

Wall of Worry



Key market forces

- Total giving declined in 2022, 3.4% in current dollars – down 10.5% after adjusting for inflation – vs. \$516.65 billion in 2021.
- A 19.4% drop in the S&P 500 (-25.4% adjusted for inflation)
- Flat growth in disposable personal income (-0.1% in current dollars or -7.5% adjusted for inflation)
- 40-year-high inflation rate of 8.0%
- The S&P 500 experienced steep declines toward the end of the year.



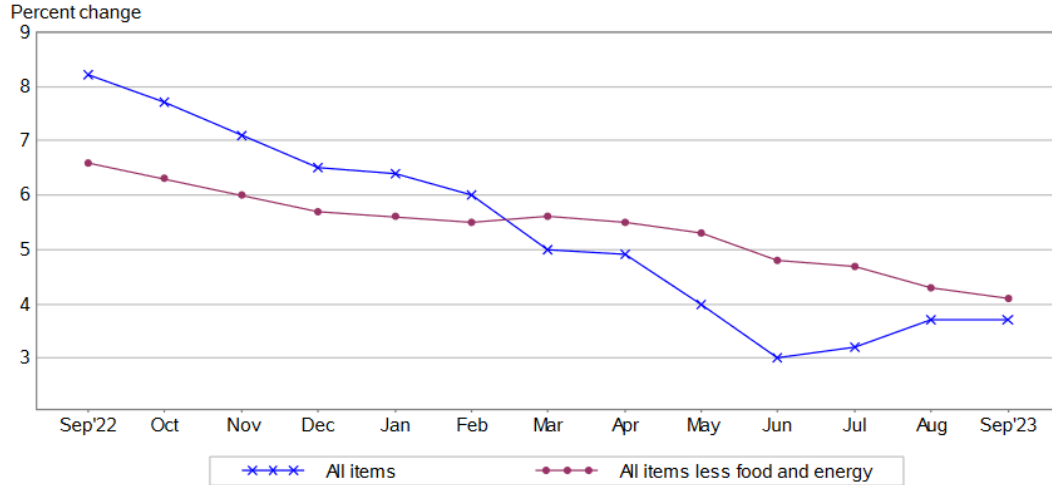
Giving
USA™

A public service initiative
of The Giving Institute

The economy is...

Getting better? A little?

Chart 2. 12-month percent change in CPI for All Urban Consumers (CPI-U), not seasonally adjusted, Sep. 2022 - Sep. 2023



- **Unemployment** still at historic low.
- Wages are relatively **stagnant**.
- **Loan cancellation and payment pause** ends, but SAVE plan helps lower income payers.
- Remember, CPI is national, and weighted heavily by **major commodities**.
- Consumer confidence is **low**.

A group of people are sitting on bleachers in what appears to be a classroom or lecture hall. They are holding papers and laptops, suggesting they are students or attendees at a presentation. The image is semi-transparent, with white text overlaid in the center.

**Bob Dimeo, CEO and Founder
Fiducient Advisors:**

“Uncertainty is more of a momentum killer than a truly bad economic report.”

QUESTIONS TO CONSIDER

How have economic trends impacted your work?

Are extenuating economic circumstances taken into account when setting goals?

A blue-tinted photograph of three people in a meeting. The central figure is a woman with curly hair, smiling and looking towards the left. To her right, a man in a plaid shirt is looking down, possibly at a document. On the far left, the profile of another man is visible. The word "Behavioral" is overlaid in white, sans-serif font in the center of the image.

Behavioral

64% \$319.04 billion

Giving by Individuals

↓ declined by 6.4% over 2021

21% \$105.21 billion

Giving by Foundations

↑ increased 2.5% over 2021

9% \$45.60 billion

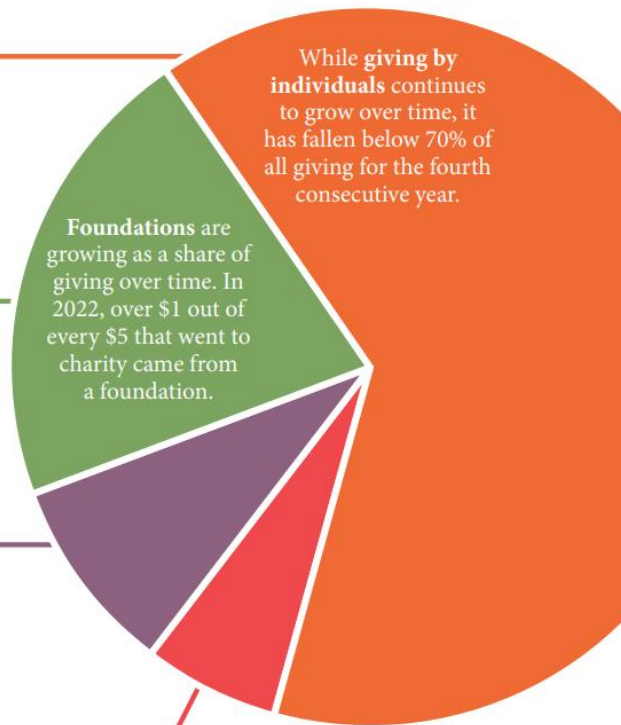
Giving by Bequest

↑ increased 2.3% over 2021

6% \$21.08 billion

Giving by Corporations

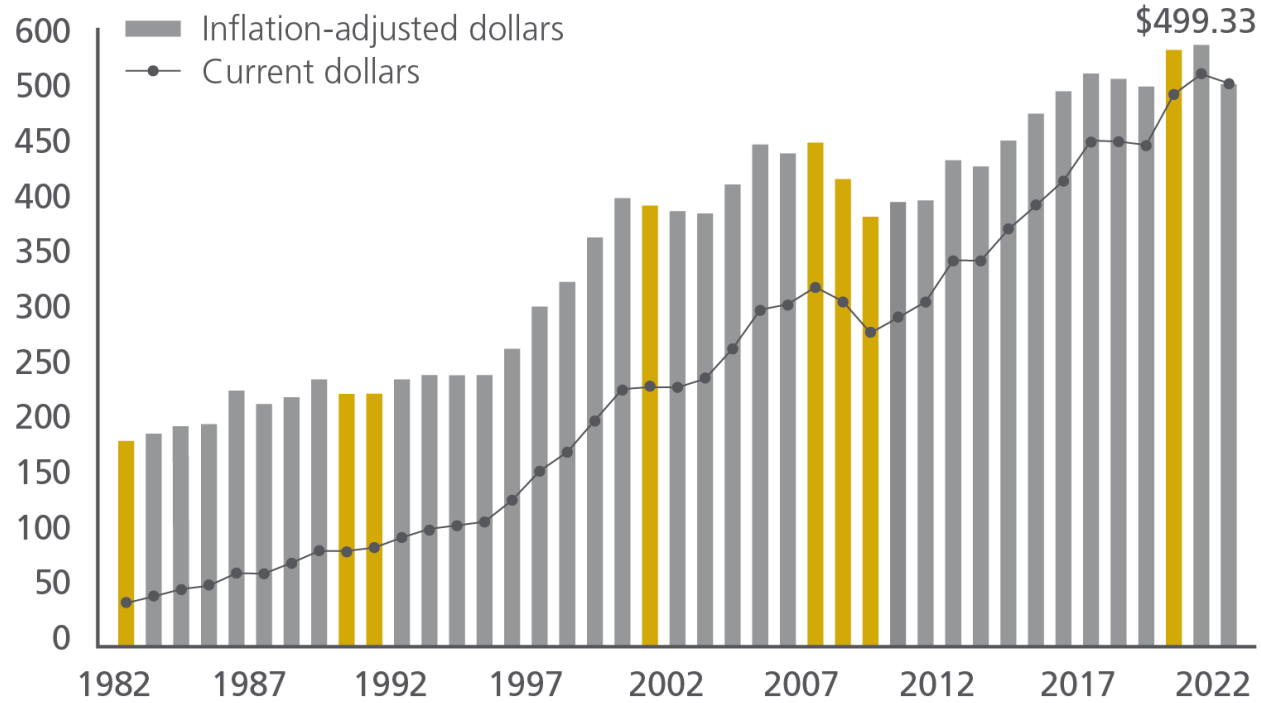
↑ increased 3.4% over 2021



*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.

Total giving, 1982-2022

(in billions of dollars)



Trust on Decline Across Organizations

Confidence/trust in higher education fell from 57% in 2015 to 36% in 2023.

Gallup Education; July 11, 2023

Trust in nonprofits is also in decline.

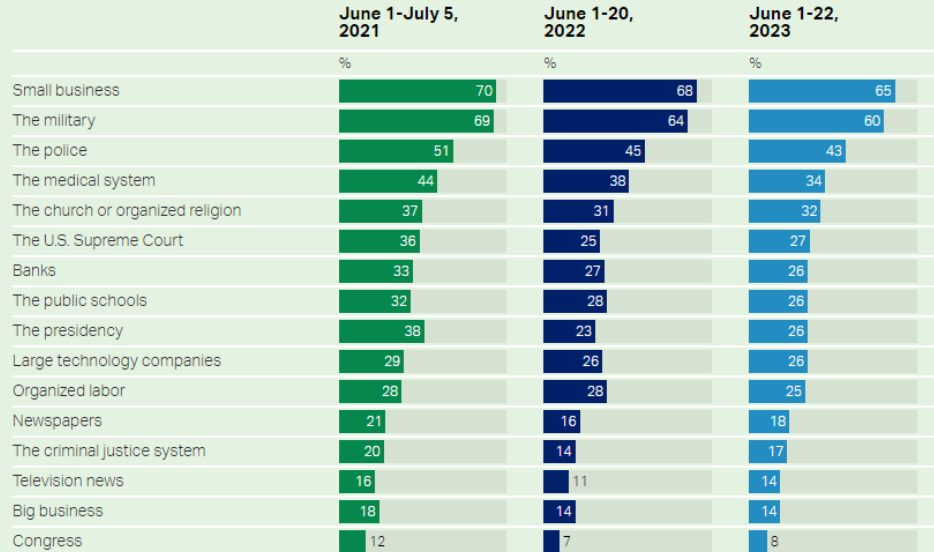
- Gen Z trusts nonprofits half as much as Baby Boomers

Chronicle of Philanthropy; Aug 2, 2022



Recent Trend in Americans' Confidence in Institutions

% Great deal/Quite a lot of confidence in each institution

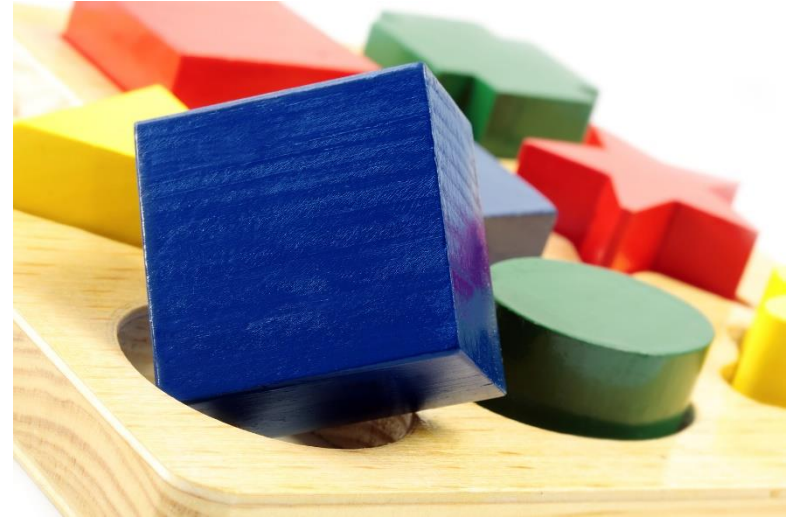


Get the data • Download image

GALLUP

A shift toward strategic, social giving

- Grants from **donor advised funds** to qualified charities totaled an estimated \$45.74 billion in 2020, growing by 27.3 percent.
- In 2022, foundation giving was one of few methods up in *Giving USA* tracking, due largely to **DAFs and Family Foundations**.
- **Giving circles** have tripled in the last decade, and will reach 3,000+ by 2025



Are you adapting to new giving preferences?

State of Advancement

So, how's that young alumni giving?

Figure 7: Alumni Support and Participation by Graduation Cohort, 2022

	<u>Percentage of \$</u>	<u>Percentage Who Gave</u>
0-5 Years Out	0.6%	6.4%
6-10 Years Out	0.9%	5.3%
11-20 Years Out	4.7%	5.5%
21-30 Years Out	8.1%	8.1%
31-40 Years Out	20.8%	10.1%
41-50 Years Out	22.2%	12.5%
50+	37.8%	14.6%
Non-Degreed	5.0%	2.1%
N = 200		

3/4
of young
alumni give to
some charity.

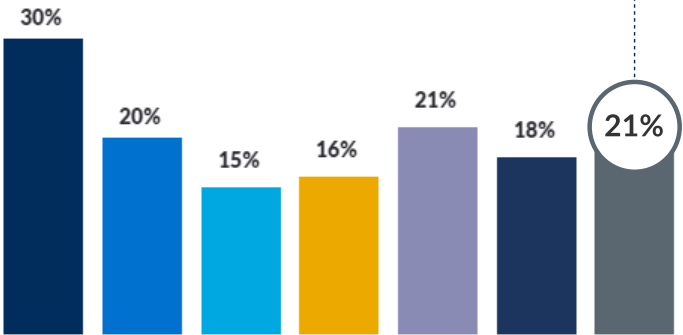
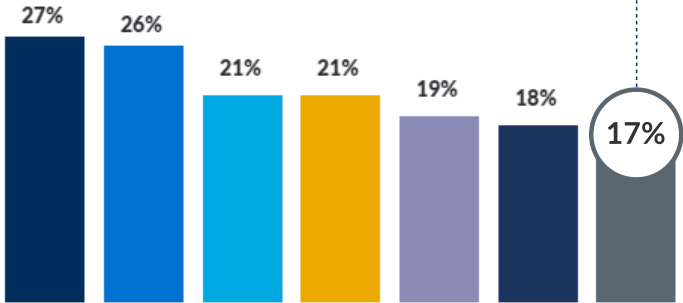
*RNL Surveys, Pew
and Gallup Data*

CASE VSE 2023



Looking ahead: Where do alumni plan to volunteer and donate?

Higher ed ranks #7 when it comes to volunteering and is tied at #2 for donating

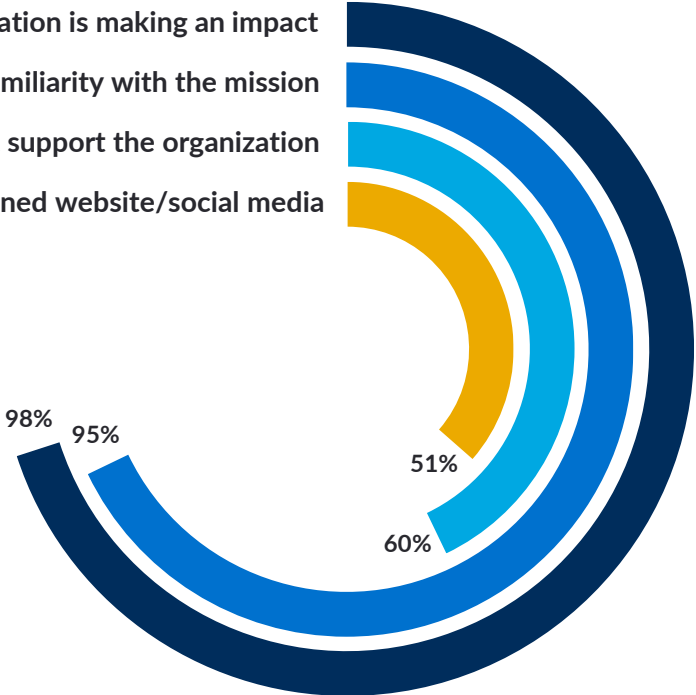


- Religious or faith-based
- Children or teen focused
- Community development
- K-12 education
- Animal welfare
- Human services
- Higher education



What motivates alumni to donate?

- evidence the organization is making an impact
- familiarity with the mission
- friends you trust support the organization
- well-designed website/social media



Source: RNL/Schuler Young Alumni Survey



QUESTIONS TO CONSIDER

What new behavioral trends
have you observed at your
organization?

Fundraising is changing

Before:

LOYALTY

BRAND

TRADITION

PARTICIPATION

Today:

IMPACT

LIFESTYLE

CONNECTION

INVESTMENT

A group of people, including two women and a man, are gathered around a desk in a modern office setting. They appear to be collaborating on a project, with one woman writing in a notebook and others looking on. The scene is overlaid with a semi-transparent dark blue filter. The word "Technological" is written in large, white, sans-serif font across the center of the image.

Technological



- Administration
- Human Resources
- Legal
- Accounting
- Finance
- Marketing
- Production
- Procurement
- Research
- Business
- Development
- Engineering
- Manufacturing
- Planning

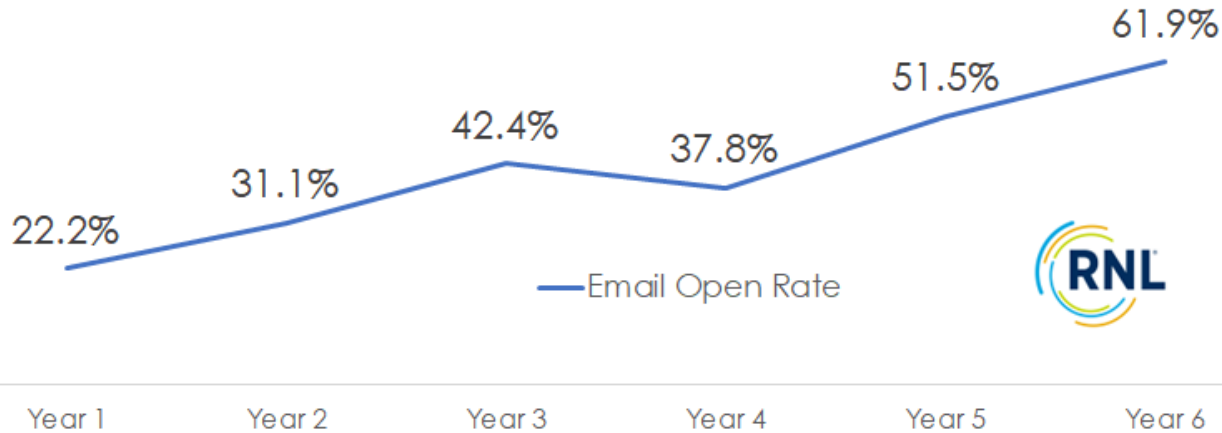
- ☁️ 021654615666
- 📶 5664613452159
- 🌐 456129782133
- 📈 36896116259746
- 💬 294798336564
- 👤 2677119910265

AUJ	HJI	WWE	PLO	EER	ORT	OP
1,822 (-30)	20,349 (+580)	890 (-20)	6,350 (-200)	10,985 (+580)	665 (-15)	6.8 (-1)
MBC	LHJ	MJB	PON	NFR	USH	OM
3,605 (+210)	9,542 (-128)	2,609 (+35)	7,654 (+169)	6,522 (+122)	1,632 (-54)	3.6 (+1)
YBV	OMN	MMJ	IT	KLM	CCX	EM
3,204 (-33)	5,211 (+156)	7,100 (-40)	7,150 (-150)	782 (-74)	1,901 (+101)	3.2 (-1)
MBB	WFF	HJM	GLC	LSO	SDH	GH
3,320 (-120)	712 (+12)	134 (+5)	2,022 (-18)	631 (+40)	6,287 (-57)	12.4 (+3)



Personalization Matters

Impact: RNL QuadMail Email Personalization Strategy



*4 educational institutions, with a total of 49.4M emails sent.
Combined statistics over group, platform partners varied in total years usage.*

3x

open rates using
data-driven
personalization
strategy

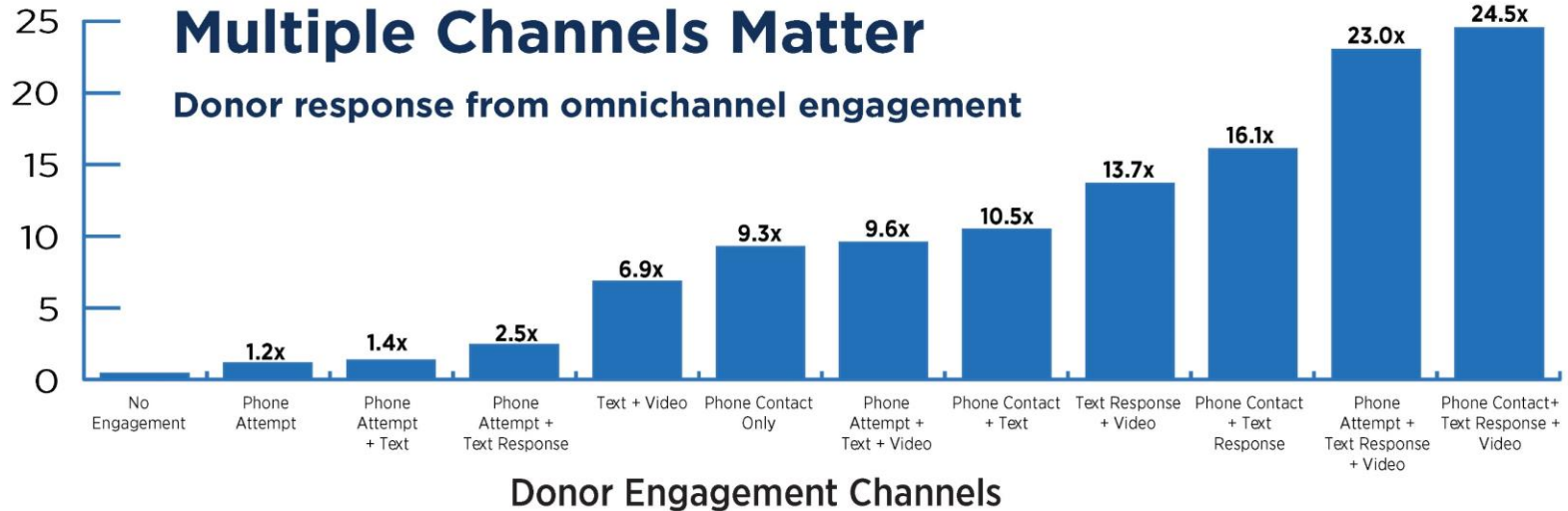
A person wearing a blue shirt is shown from the chest down, sitting at a desk and using a laptop. The person's hands are visible, one holding a pen and the other near the laptop. The entire image is overlaid with a semi-transparent blue filter. The text is centered and white.

QUESTION TO CONSIDER

How is your organization utilizing AI to amplify fundraising work/success?

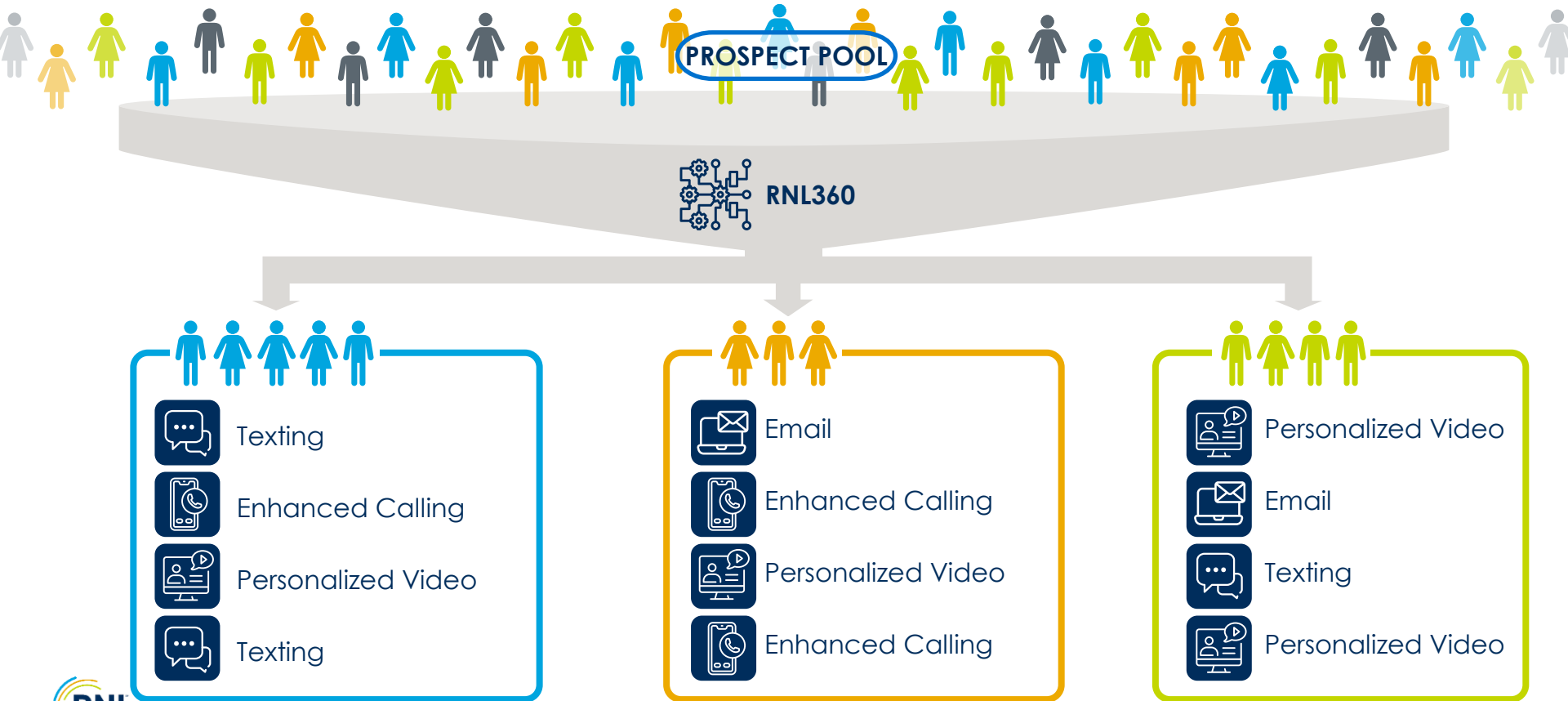
What are the opportunities/risks?

Omnichannel coordination make a difference



RNL Analysis of 506,050 constituents during 2022, with engagement completed in the RNL Engage platform and integrated technologies across phone call attempts, completed calls, texting and response, along with views of video messaging.

RNL Expands Engagement Opportunities





QUESTION TO CONSIDER

What new tools/technology are you using (or want to use) to improve your donor engagement efforts?

A group of people are gathered around a table, engaged in a study session. A woman in the center is writing in a notebook, while others look on. The scene is dimly lit with a blue overlay, and the word 'Mythical' is centered in white text.

Mythical

Debunking the myths that are preventing you from moving the fundraising and donor engagement needles today



Myth: Gender doesn't matter when it comes to fundraising

85% of philanthropic decisions in high-net-worth households are made by women

•But occupy only 28% of board seats in US universities and colleges

Women control 85% of consumer spending the US, make 70% of the financial decisions for their families and control \$36T in total wealth

Single women are more likely than similarly situated single men to give to charity

Women give significantly more than similarly situated men at almost all income levels

Women give more when it aligns with their values, they are engaged as volunteers/board members, or in response to unexpected/emergent needs

Myth: Millennials and Gen Z don't have philanthropic capacity or power

39%



Young alumni give
\$500 or more
annually

Four out of five younger affluent households (underage of 42) gave to charity in 2022.

- Two and half times more likely than older donors to cite climate change as one of top three causes

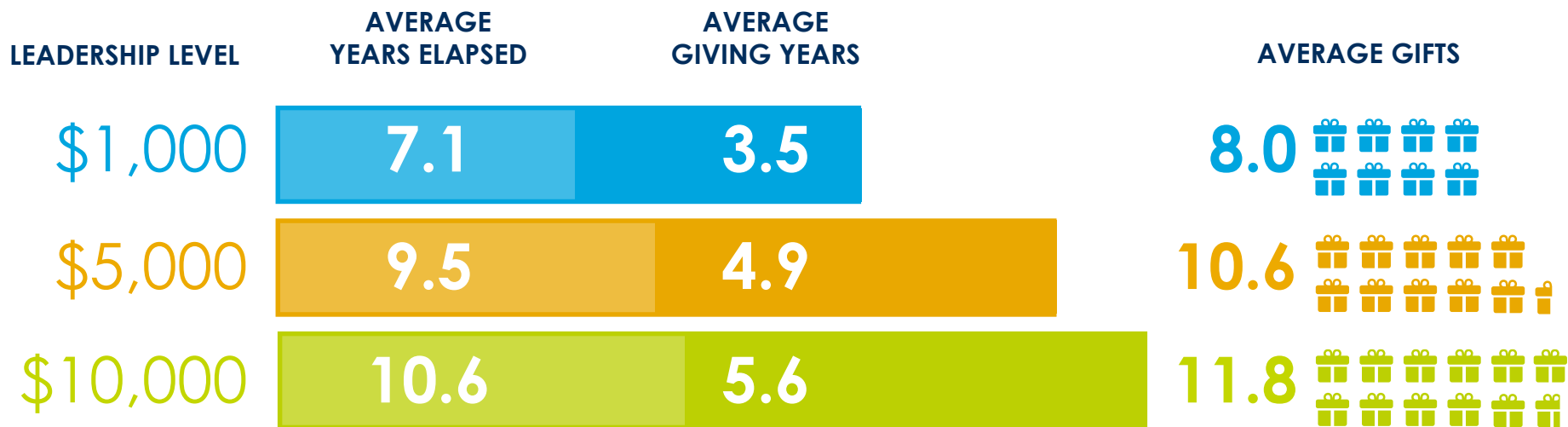
81% of all Millennial and Gen Z Americans gave to charity in 2021

Millennials and Gen Z make up more than 1/2 of living US population

\$73 Trillion will be transferred to this group in next 10-20 years

Myth: YoY Loyalty is the Best Indicator for Leadership or Major Giving Potential

Average activity **before** a leadership gift:



Myth: Our leadership is stable and will see vision/campaign to the finish line



1/3 of University Presidents have turned over in last four years



36% of all CBOs expect their financial condition to worsen over next year



Senior advancement leaders turn over on 3-5 year average



QUESTION TO CONSIDER

What other myths have been or need to be debunked?



Leadership Giving: Cultivating Major Donors at Scale

Redefining our Focus



QUESTIONS TO CONSIDER

Is your institution implementing new metrics that look at leadership level giving or pipeline movement?

What do they look like?

Today's Landscape

State of Donor Decline

OVER THE LAST DECADE

70% of
institutions

experienced a
**decline in donor
counts**, with an

**average loss
of 30%**



EDUCATION GIVING DOWN

3.6%

since the post-
pandemic
record highs

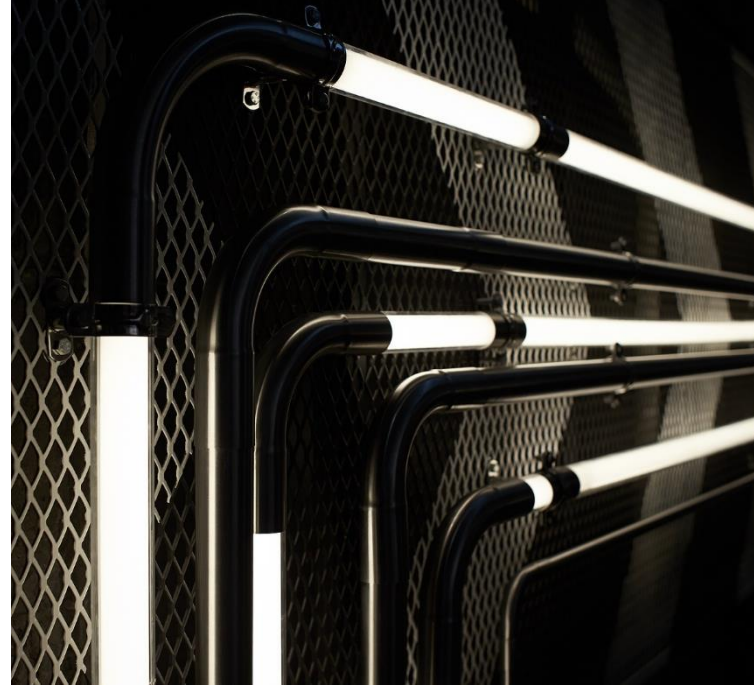
SINCE THE PANDEMIC

80% of
institutions

remain **down
on donors**

Source: CASE VSE Data

What does your donor base look like?



The Donor Pipeline is Running Dry...

The problem with raising more money from fewer donors.



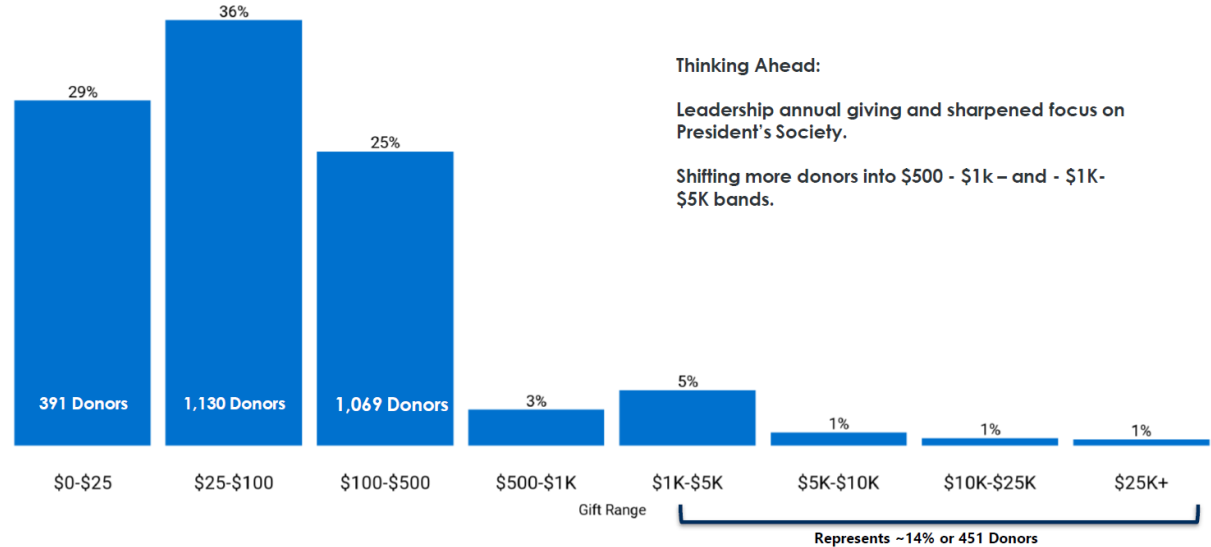
What do we mean when we say “pipeline”

The Missing Mid-Level Donors



RNL 360 Sample Analysis

Distribution of FY21 Gifts across Gift Ranges



QUESTIONS TO CONSIDER

How is “leadership” giving defined at your institution?

How does leadership level giving factor into goals, planning, staffing and fundraising strategy?

Leadership Giving – The Moving Target

Where does
leadership live?

What does
“leadership gift”
mean?

Who “owns” a leadership
gift, and when?



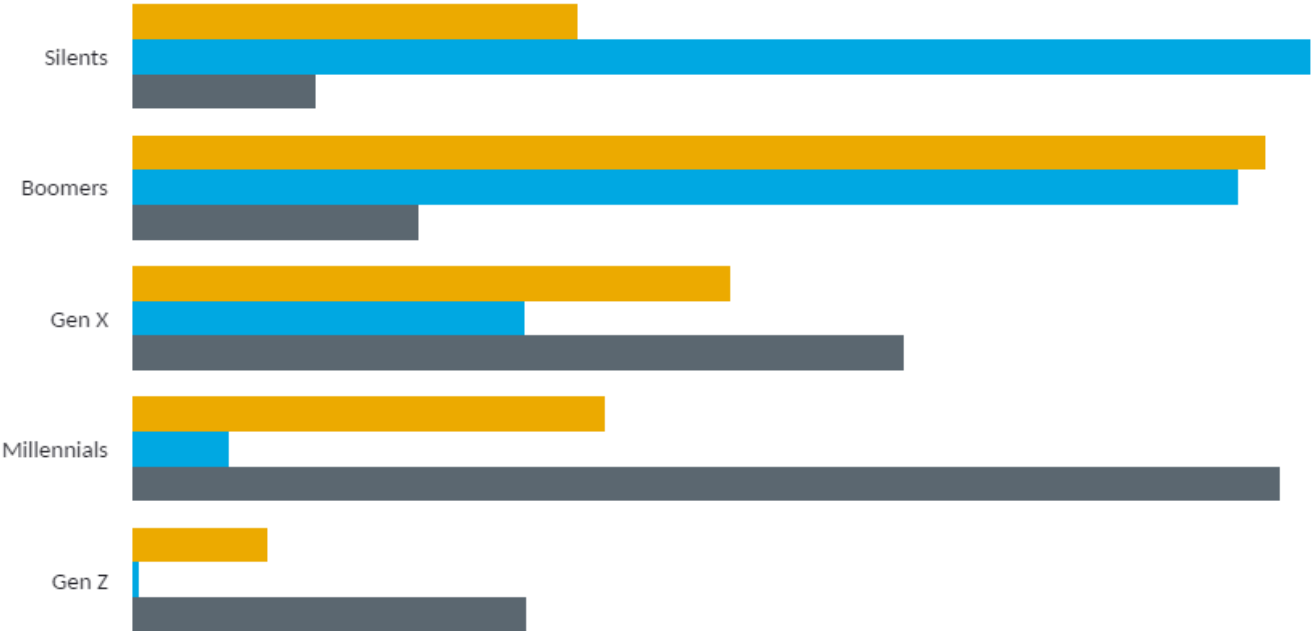
Building the Foundation

Leadership-level annual gifts serve as the cornerstone of any successful fundraising strategic plan

- Substantial **Annual** Financial Support
- Flexibility and Unrestricted Funding
- Diversification of Funding
- Demonstrates Commitment
- Fundraising Momentum for Appeals
- Long-term Engagement
- Strengthening Relationships

Generational Shifts

Percentage of donors, dollars, and solicitable base



82% of dollars came from Silents and Boomers, who represent <17% of the solicitable base.

Boomers represent **10% of base** and **41% of donors**

Millennials make up **41% of solicitable base**.

This generation represented **17% of last year's donor base**, giving **3.5% of dollars**.



● Donors ● Dollars ● Solicitable Base

Gen Z and Millennials will Change Philanthropy

40%

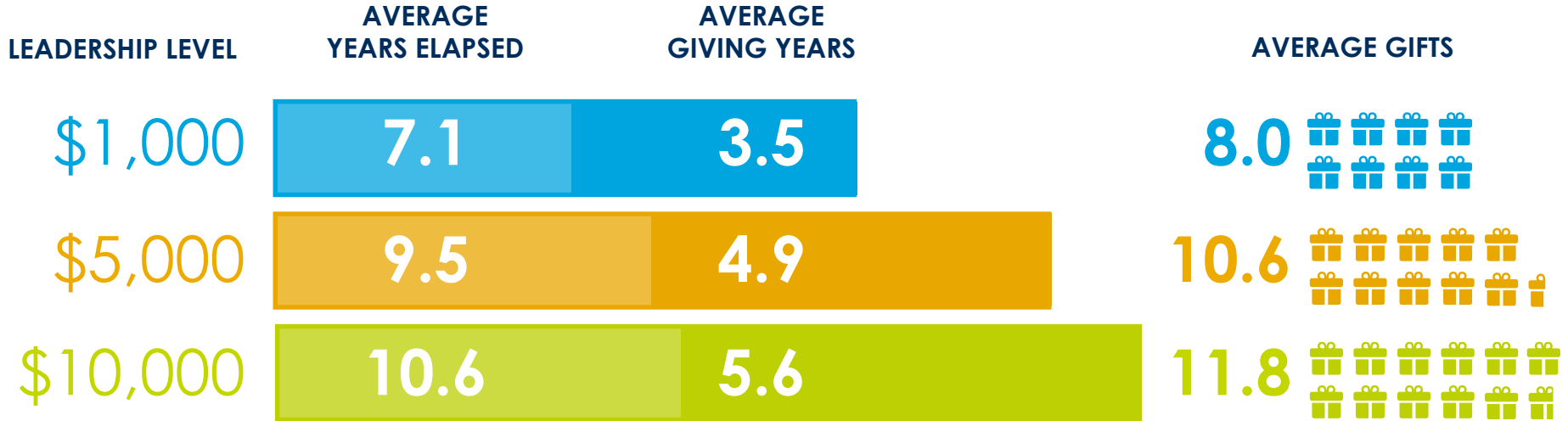


Increase in giving
since 2016



Where do leadership gifts come from?

Average activity **before** a leadership gift:





QUESTIONS TO CONSIDER

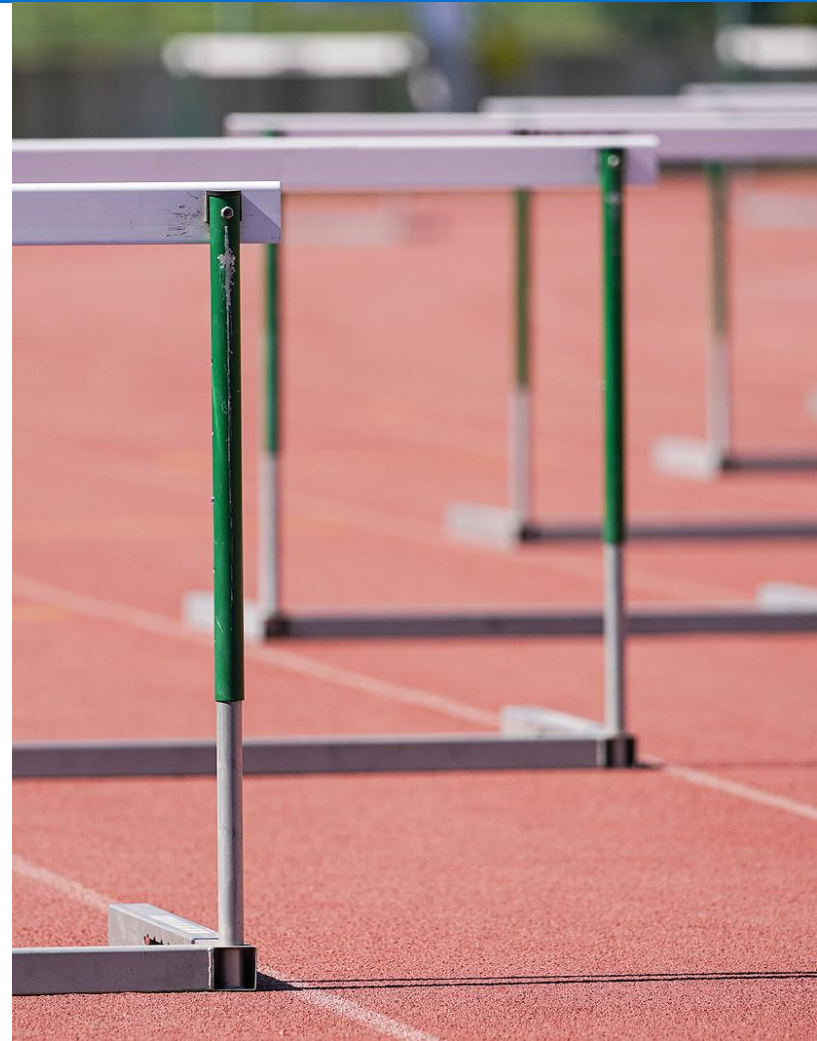
What challenges has your organization encountered with establishing or growing a leadership giving program?

Key Challenges

Staff
Turnover

Reporting on
performance

Inadequate
Tech



Annual giving is (or should be) pipeline development.

Big gifts don't grow on trees.

While we want to accelerate the path to major giving, it takes time and investment.



How to Maximize Leadership Gifts

- Tools to **engage donors at scale**, effectively.
- Integration, and **friction reduction for gift officers**.
- Using **smart data to identify donors who are ready**, now.
- **Carefully tracking** of productivity and impact.



How RNL Engage∞ Transforms Leadership Gift Outreach



Baylor University

3 Leadership Officers

- 3,570 Touch Points
- 43 Visits Scheduled



Result:

30%

pool movement



within 90 days

Priming the Pump for Sustainable Giving

Challenges

- The pipeline is running dry.
- More donations, fewer donors.
- Missing middle between annual and major giving.
- Missing out on Millennial and Gen Z donations.
- Too much data.
- Not enough people or time.

Opportunities

- Millennials and Gen Z are a significant giving force.
- The data is there to guide us with new, intentional campaigns.
- Peers are paving the way with new strategies.
- New solutions and platforms will allow us to scale up cultivation.



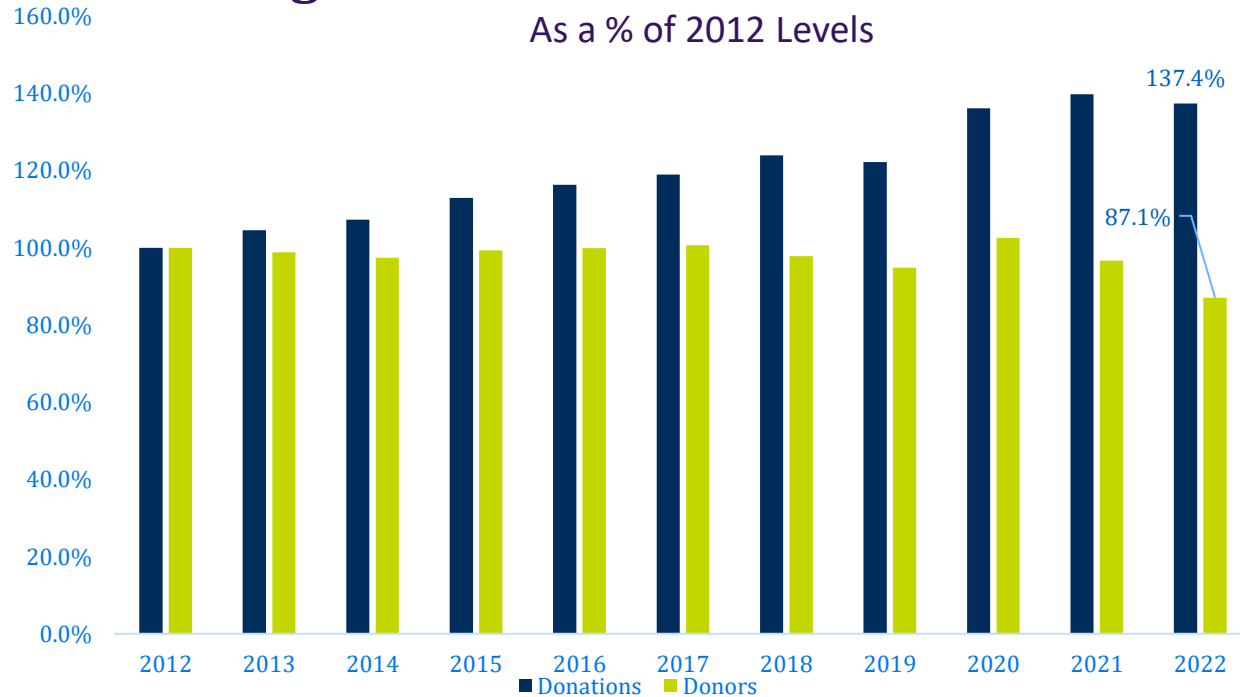
3

As Seen on Campus

Tactical Recommendations From Your Peers
for Donor Acquisition, Retention, Giving Days,
Digital Engagement, and More

Long Term Trend in Dollars and Donors

As a % of 2012 Levels



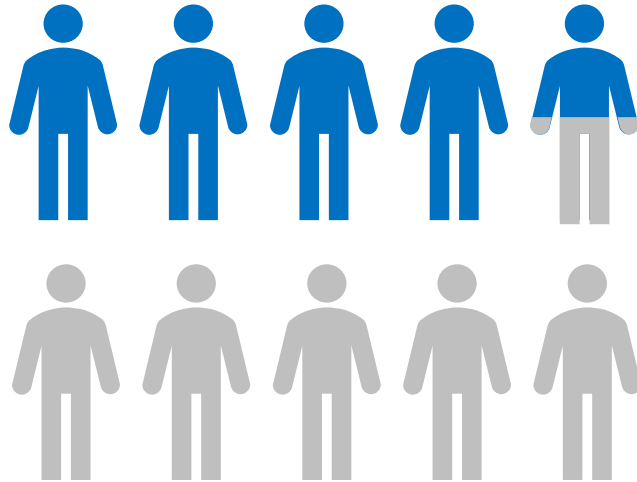
Key Takeaways

There is a long-term trend of fewer donors donating more money

Contributing Factors:

- Continued widening of the wealth gap
- Continued Expansion of the number of nonprofits
- Expansion of ways to give
- Cost to acquire and retain donors has risen

2022 Overall Donor Retention



43%

↓ -3.5%
YOY Change

New Donor Retention 2022



19%

↓ -17%
YOY Change

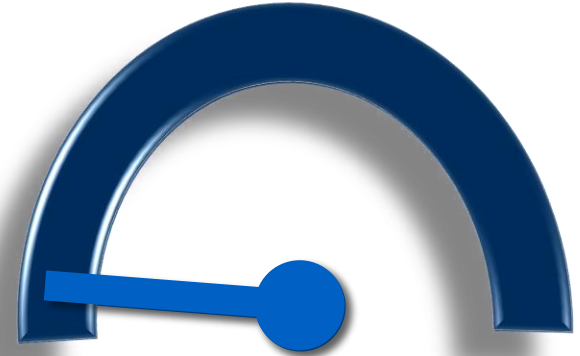
Repeat Donor Retention 2022



58%

↓ -5%
YOY Change

Recapture Rate 2022



4%

↓ -15%
YOY Change



QUESTIONS TO CONSIDER

How do we move beyond the single-year ask, gift, thank and repeat cycle?

The start of something that lasts

Ask to acquire and retain

1

Set the Expectation of Retention

Does the ask seem like a one-and-done or will giving be a long-term, important relationship?

Are your ask amounts meaningful and not under-estimating the prospect?

2

Mix up and Multiply the Ask Strategy

Use natural retention builders like giving days/challenges, anniversary outreach, loyalty societies, and recurring/sustaining gifts.

3

Steward Quickly and Often

Prepare to quickly celebrate and acknowledge gifts in meaningful and consistent ways.

Engagement + Urgency




Dumb Friends League.
COMPASSION ALWAYS ♥



**TRANSFORM
TWICE AS
MANY LIVES**


**YOUR GIFT
MATCHED**




Dumb Friends League.
COMPASSION ALWAYS ♥

**TRANSFORM TWICE
AS MANY LIVES**

YOUR GIFT MATCHED



Dumb Friends League.
COMPASSION ALWAYS ♥



**TOGETHER,
WE TRANSFORM LIVES**

Double Your Impact

##SALUTATION##,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna elit tempor aliqua.

Nec sagittis aliquam malesuada bibendum arcu vitae elementum curabitur vitae, Mauris commodo quis imperdiet massa tincidunt.

Lorem donec massa sapien labore maura faucibus et molestie.

Auctor eu augue ut lectus arcu bibendum. Nulla porttitor massa id neque aliquam

Give Now



Tag, You're It!

Take a picture of you with your pet and tag us at [@dumbfriendsleague](#) on Facebook and Instagram.

While you're there, follow [@nellieethetripod](#) on to meet Nellie and Courtnee, one of the sweetest matches we've ever made!



Dumb Friends League.
COMPASSION ALWAYS ♥

2080 S. Quebec St.



...wrapped in impact

Last Year, the Dumb Friends League...



Changed the lives of **46,000** animals and even more people who love them.



Planned our **2023** legislative agenda focusing on the veterinary workforce crisis, today's biggest threat to animal welfare.



Placed **100%** of all healthy and safe animals we were entrusted with.



THANK YOU

for Transforming Animals' Lives

Your partnership enables our success.

(Salutation),

Your generosity to the Dumb Friends League makes the world a better place through healing and protecting animals, and by bringing pets and people together. Thank you for your trust and support last year — gifts from partners like you are essential to our mission, and **we could not do this work without you.**

I am writing today to share how your contribution is helping animals in Colorado this year:

- Dog overpopulation is at its highest level in 10 years. We are working with communities and mobilizing new adopters to improve outcomes for all dogs.
- Horses need a safe haven from abusive situations. We are supporting local law enforcement and caring for these horses at the Dumb Friends League Harmony Equine Center™.
- Demand for subsidized veterinary care is overwhelming. We are providing accessible and high-quality urgent care, spay and neuter surgeries, community vaccine clinics, and other services for pets and people in need.
- Families need our help. We are providing temporary foster homes, donor-subsidized veterinary care, and behavioral support to keep families together when facing hardship, crisis, or animal behavior concerns.

Will you join us again this year and invest in the animals of Colorado?

With gratitude for the transformation you bring.

Speaking for those who cannot,

Apryl Steele

Dr. Apryl Steele
President and CEO
Dumb Friends League

Last Year, the Dumb Friends League...

- Changed the lives of **46,000** animals and even more people who love them.
- Planned our **2023** legislative agenda focusing on the veterinary workforce crisis, today's biggest threat to animal welfare.
- Placed **100%** of all healthy and safe animals we were entrusted with.

Since becoming CEO in 2018, one of my most impactful memories from the League is the veteran who adopted a dog when he was considering suicide. Now, he lives joyfully with the dog in his life."

Dr. Apryl Steele

Impact postcard at Bowie State

{Salutation},

Thank you for joining our community of Bowie State supporters! Together, donors like you help BSU change students' lives every year.

YOU make it possible for Bowie State students to discover their strengths, emerge as leaders and realize their dreams.



How Your BOLD Generosity Impacts Our Bowie Family:



You help fund the opportunities and resources that define BSU as one of the nation's top 20 HBCUs (U.S. News & World Report 2022-23).



The Martin Luther King Jr. Communication Arts & Humanities Building will open in the fall of 2024, connecting students across different fields to collaborate and interact together.



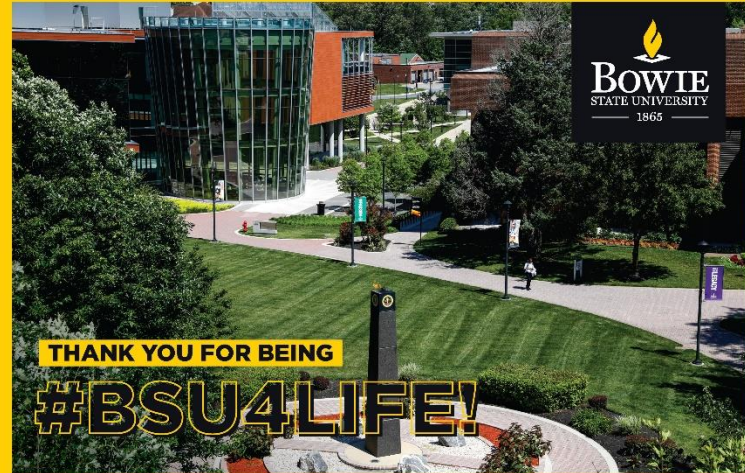
Students make a BOLD impact outside the classroom through civic engagement, social justice activism and an entrepreneurial mindset.

{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {Zip}



BSU STUDENTS THANK YOU!

Your Support Shows
You're #BSU4LIFE



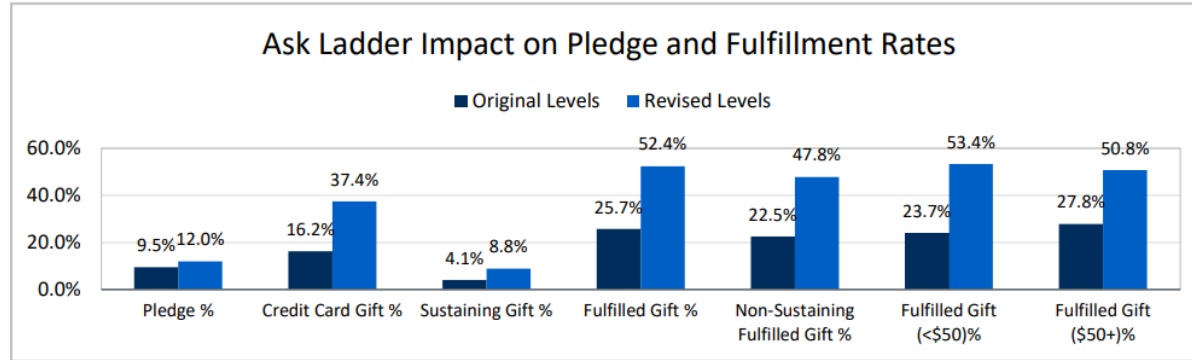
QUESTIONS TO CONSIDER

What KPIs are most important to you? To your leadership?

How is your engagement/solicitation strategy built to achieve goals?

Intentionality with Asking

Impact



The revised levels generated a significant boost to the participation and fulfillment, including:

- A 26% increase in pledge rate
- **Doubling** the sustaining gift % (114% increase)
- **Doubling** the fulfilled gift % (104% increase), non-sustaining fulfilled gift % (112% increase) and <\$50 fulfilled gift % (126% increase).
- **Tripling** the fulfilled pledges per contact, compared to the original levels.

RNL created a data-informed ask strategy for phone contacts resulting in massive increases.

Setting Goals with Data

RNL 2023 Giving Day Insights – review of 195 FY22 Giving Days

Key giving day stats in 2022:

\$143

*average
online gift*

73%

*of gifts
made online*

77%

*of total dollars
from offline gifts*

Incentivizing Volunteers to Drive the Outcomes

We need YOUR help to make
NAU Giving Day the best one yet



-  **ASK**
5 friends to make a gift on Giving Day
-  **POST**
5x on social media using #NAUGivingDay
—wear your gear and share your NAU story
-  **SHOW YOUR PRIDE**
Wear your beanie, wave your pom, and tell
the world **WE** are Lumberjacks on 3.29.23



Leveraging Premiums and Avoiding the Pitfalls



Lean into current conditioned behaviors



Provide perceived “value” for donation



Build in secondary “ask” to increase engagement/decrease transaction



Create tradition and build long-term stewardship/engagement strategy around this group

Plus One Approach

Tiffin + You, We Make a Great Pair!

Give. Invite. Celebrate.

Dear {Salutation},

Fan the flames of philanthropy at TU! Pair up with a fellow Dragon for #KnockTUSocksOff and give to Tiffin University between March 1 and April 30.



Give: Make a gift and sign up as an ambassador at [URL](#).

Invite: Ask a TU alum to participate in #KnockTUSocksOff with a gift to TU.

Celebrate: When you both give back to TU, we'll send you a pair of Tiffin Dragon Socks to say thank you!

Every gift helps us continue to put our best foot forward by providing the modern classrooms and labs, student scholarships and hands-on learning that Dragons depend on. Thank you for transforming TU.



Tiffin University
155 Miami St
Tiffin, OH 44883

{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {ZIP}



Knock TU's Socks Off

Fan the Flames
March 1 – April 30



Campaign focused on giving + encouraging another Tiffin community member to give.



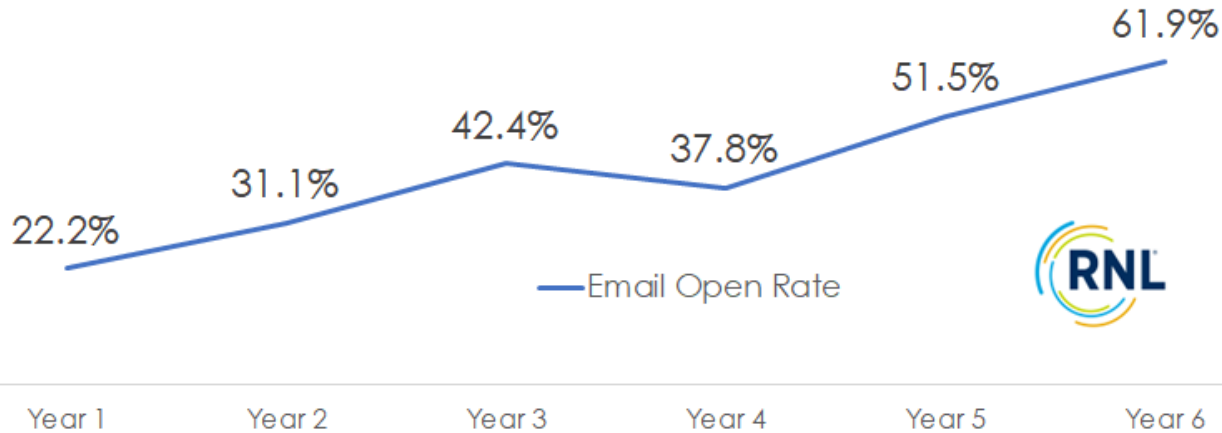
QUESTIONS TO CONSIDER

How are you demonstrating impact in your appeals strategy?

How do you make the ask feel “personal?”

Personalization Matters

Impact: RNL QuadMail Email Personalization Strategy



*4 educational institutions, with a total of 49.4M emails sent.
Combined statistics over group, platform partners varied in total years usage.*

3x

open rates using
data-driven
personalization
strategy



Linfield University: Impact + Omnichannel Strategy



LINFIELD STUDENTS GIVE BACK, TOO

YOUR SUPPORT EMPOWERS OUR WILDCATS TO LEARN THROUGH SERVICE.

Just like you, Linfield University students understand the importance of giving back.

Isabella Dixon is a junior international business major from Missoula, Montana. Even in high school, Isabella was active in fighting food insecurity.

LINFIELD'S FOOD PANTRY

Linfield's food pantry gives students 24/7, ID-card access to supplemental food so no student goes hungry. As coordinator, Isabella makes sure snacks, non-perishable goods and hygiene products are always available.



"When a call went out for a food pantry coordinator at Linfield, I thought it would be a wonderful way to give back to the community."

ISABELLA DIXON
JUNIOR, INTERNATIONAL BUSINESS MAJOR



2023-2024

HELP US STAY IN TOUCH!

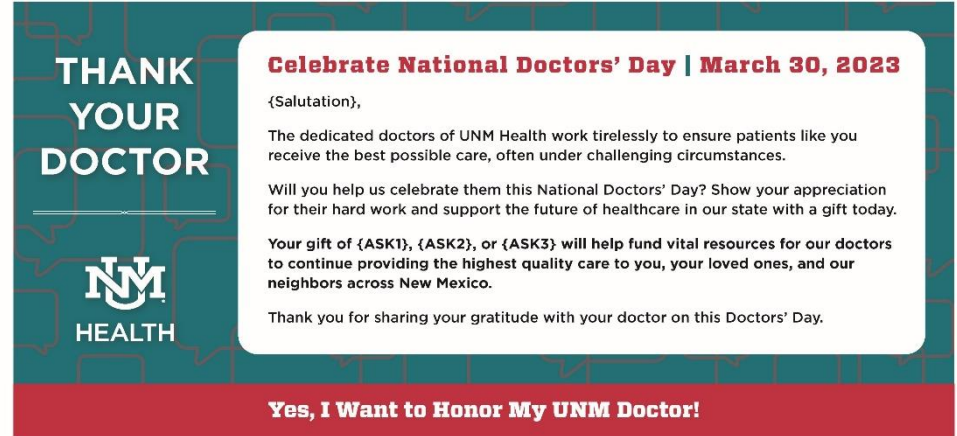
Has any of your contact information changed? Stay connected by providing your most up-to-date details.

Name: _____

MATCHING GIFTS:

Your gift could be doubled or tripled! Please visit matchinggifts.com/linfield to find out if you, or your partner's, employer matches gifts.

Using National Doctor's Day to focus on impact



ENCLOSED IS MY GIFT OF:

{ASK3} {ASK2} {ASK1} Other: \$ _____

DESIGNATE MY GIFT TO:

- UNM Hospital Greatest Needs (201022)
- UNM Comprehensive Cancer Center General Support Fund (200029)
- UNM School of Medicine Prism Fund (203446)
- Other: _____

You may opt out of receiving future fundraising communications for UNM Health and Health Sciences by emailing optout@unmfund.org or calling 505.277.2000.

{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {ZIP}
{APROD ID} {APPEAL_CODE}

PAYMENT OPTIONS:

Give Online: unmfund.co/DoctorsDay

- Check: Made payable to UNM Foundation.
- Credit Card:
 - Visa Mastercard Discover American Express

Card #: _____

Exp. Date: _____ CVV: _____

Name on Card: _____

Signature: _____

Email: _____

If you recently made a gift — thank you!



ID
Barcode
<seq-
once>

Tell the donor's story back to them





QUESTIONS TO CONSIDER

How are you taking your Giving Day to next level?

Meet Donors on Their Turf

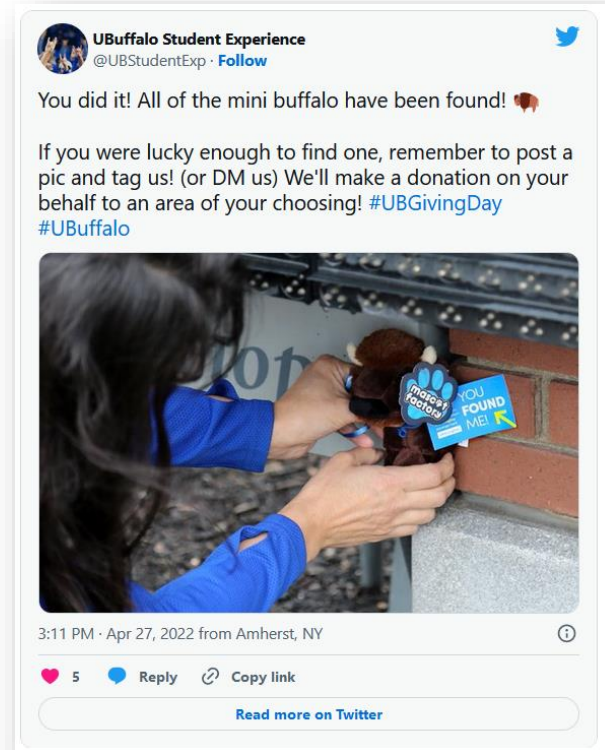
“We found student philanthropy success by providing an ask that met students where they are- at the lunch table,” says Grant Condon at the UNM Foundation.

“Our student participation during UNM Big Give was the springboard towards a successful giving day, and **1,155 students** proudly supported the Lobo Food Pantry. Students gave, we simply had to ask.”



Engage and Educate

Find a hidden buffalo, then spread the giving at University at Buffalo



Capture and Hold Attention



**BDC
Live!**

Coming up at 4 p.m. CT:

Chicago Wine Pairings with
Vince Anter (CDM '10) from
Amazon Prime's *Vis for Vino*



Create Competition



ATHLETICS FUNDRAISING WEEK
HAMLINE UNIVERSITY
2/20-2/24

LEARN MORE ➔

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. **Quis ipsum suspendisse ultrices** gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

GIVE NOW ➔

Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, et dolore magna aliqua.



**Join us February
20-24 for Hamline's
Athletics Fundraising
Week and show your**

PIPER POWER!



**Support your
favorite team during
Hamline's Athletics
Fundraising Week:**

-  Baseball
-  Men's and Women's Basketball
-  Men's and Women's Cross Country
-  Football
-  Women's Gymnastics
-  Men's and Women's Hockey
-  Women's Lacrosse
-  Men's and Women's Soccer
-  Softball
-  Men's and Women's Swimming and Diving
-  Men's and Women's Tennis
-  Men's and Women's Track and Field
-  Women's Volleyball



ROLL PIPES!



Leverage Influencers



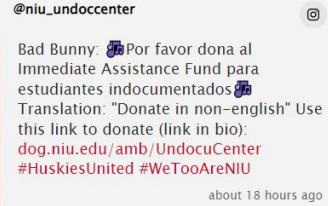
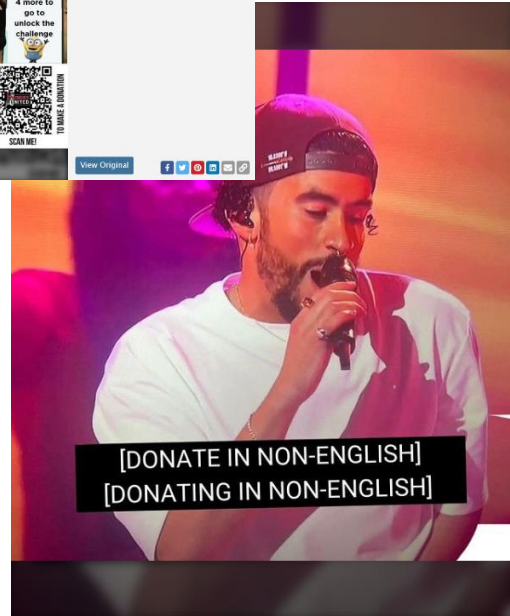
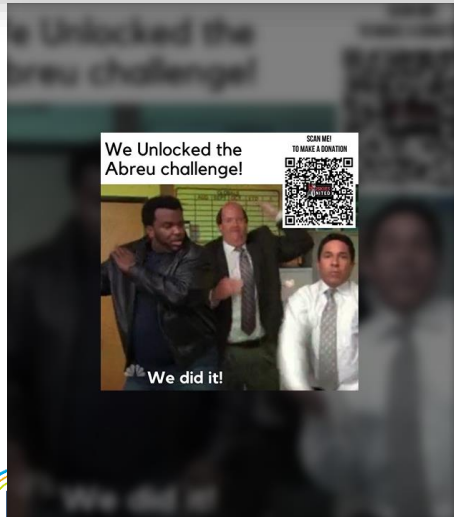
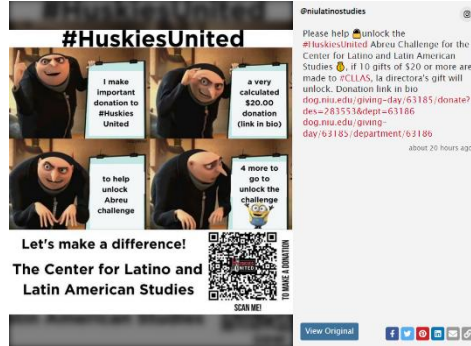
\$200

Abreu Challenge for the Center for Latino and Latin American Studies

The director of NIU's Center for Latino and Latin American Studies (CLLAS), Dr. Christina Abreu, is encouraging friends to support the CLLAS during Huskies United. When 10 gifts of \$20 or more are made, it will unlock her gift of \$200.

🎁 10 / 10 GIFTS

COMPLETED





Curated Coworking Groups

Action and Inquiry Planning



Move to table with your pre-assigned group



Use conversation guides/questions on the table to drive conversation



Complete worksheet with your actionable next steps and/or lingering questions to follow up on when returning to the office